

Case Study – Business Services

(Confidential) Country Director, Nigeria



To identify a Country Director to establish Nigerian business and drive expansion for a global tech-enabled business services ecosystem



Business Challenge

- To accelerate growth, the organisation needed a senior leader to build market presence, shape commercial strategy and drive adoption among major enterprises and government
- The role was central to establishing a strong Nigerian operation as the launchpad for West African expansion
- The ideal candidate required commercial acumen, policy-level influence and the ability to link technology with business outcomes in a fast-evolving digital landscape

The Search Challenge

- The search required a senior B2B sales leader with big-ticket enterprise and government sales success, strong digital transformation knowledge and deep Nigerian networks
- Candidates needed the gravitas to influence senior stakeholders, thrive in a fast-growth environment and ideally have experience selling training or technology-enabled services
- The role also demanded cross-functional leadership, operational oversight and the ability to build a scalable market presence

Critical Requirements

- Senior B2B leader with strong networks, digital expertise and proven enterprise and government sales success
- Ability to influence digital transformation agendas across government and enterprise, driving major commercial opportunities
- Track record of thriving in fast-growth environments, leading cross-functional teams
- Preference for Nigerian candidates with established market credibility, particularly in Nigeria

The Search Process

- The Research Team conducted a targeted search across senior commercial leaders in technology, digital training, enterprise solutions and public-sector engagement
- From an initial longlist of 173 candidates, 88 were shortlisted for discussion and preliminary assessment
- Of these, 36 progressed to comprehensive interviews and a rigorous assessment process
- Within just 4 weeks, 7 candidates who met all brief requirements were presented to the client

The Placed Leader

- Nigerian senior B2B sales leader with strong enterprise and government networks across Nigeria and West Africa
- Proven track record closing major technology and training deals, aligning directly with the client's commercial needs
- Experienced in scaling new ventures, leading cross-functional teams and managing complex operational delivery
- Brings digital transformation expertise and stakeholder gravitas essential for driving regional expansion

Case Study – Business Services

Sales Executive, UK



To identify a Sales Executive to drive UK and European business development for a global BPO supporting companies expanding across Africa



Business Challenge

- To support UK and European growth, the business required a Sales Executive to convert clients expanding into African markets
- Reporting to the founders, the role demanded a commercially focused individual able to convey the company's value and drive revenue through senior relationships
- With the company's ambitions to scale rapidly, the candidate needed strong sales capability, cultural awareness, resilience, and credibility across multiple industries

The Search Challenge

- The requirement for a candidate with 10+ years' experience, including at least five years in sales within BPO, EOR, or related services, significantly narrowed the available talent pool
- The role required knowledge of African markets, a capability not commonly found among UK-based sales professionals
- The position demanded someone able to travel across the UK and Europe, requiring a high-energy, entrepreneurial profile

Critical Requirements

- Minimum 10 years' experience, including at least 5 years in sales within BPO, EOR, or related services
- Proven track record in pipeline development, complex deal-closing and consistently exceeding revenue targets
- Strong understanding of African markets with experience supporting clients expanding across multiple regions
- Exceptional communication and relationship-building skills aligned with the company's strategy

The Search Process

- The Research Team conducted targeted mapping across UK-based BPO firms, Big 4 advisory practices, HR outsourcing providers, and transactional services companies
- From an initial longlist of 189 candidates, 81 were shortlisted for discussion and preliminary assessment
- Of these, 15 progressed to comprehensive interviews and a rigorous assessment process
- Within just 4 weeks, 6 candidates who met all brief requirements were presented to the client

The Placed Leader

- British national with 17 years' success across global accounts, payroll services and BPO
- Multilingual in English, French and Spanish, enabling strong engagement across UK, Europe and Africa
- Built pipeline from zero to 43 clients in four months, delivering record commercial results
- Proven relationship-builder, quick industry learner and consistent top performer exceeding sales and referral targets

Case Study – Professional Services

Africa Head of Market Devt. and Performance, Nigeria



To identify an Africa Head of Market Development and Performance to drive market development, performance execution and regional growth across Sub-Saharan Africa



Business Challenge

- Due to experiencing sustained growth, the client needed a senior regional leader to drive market development, performance management and strategic execution across seven African markets
- The role required a commercially astute, de-facto Deputy Director able to elevate operations and coach Market Heads effectively
- The successful leader needed commercial rigour and purpose-driven leadership to strengthen professional standards

The Search Challenge

- The search required a rare mix of recent multi-regional African experience, strong commercial leadership and familiarity with the accountancy ecosystem
- It needed candidates skilled in matrix environments, leading change and managing performance across diverse African markets
- African nationals with hands-on regional exposure, stakeholder gravitas and capacity for extensive travel significantly narrowed the talent pool

Critical Requirements

- Senior commercial leader with global FMCG or financial services experience and strong operational strength
- Recent multi-regional African exposure and proven effectiveness across complex, multi-jurisdictional environments
- Strong analytical and performance management skills with familiarity in the accountancy and qualifications landscape
- Purpose-driven professional able to travel extensively and advance the client's mission across diverse markets

The Search Process

- The Research Team conducted a continent-wide search across senior commercial leaders in FMCG, financial services, and multinational organisations with strong African footprints
- From an initial longlist of 118 candidates, 24 were shortlisted for discussion and preliminary assessment
- Of these, 18 progressed to comprehensive interviews and a rigorous assessment process
- 4 candidates who met all brief requirements were presented to the client

The Placed Leader

- Nigerian commercial leader with 23 years' multi-market FMCG experience across complex, matrixed African environments
- Proven track record driving regional growth, operational performance and large-scale market development initiatives
- Strong people leader with deep capability in coaching, team restructuring and driving transformational change
- Expert in multi-jurisdictional execution, performance management and strategic planning across diverse African markets